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IN THE CLAIMS

Claims 1 - 31 (canceled)

Claim 32 (currently amended): A computerized freight management method for arranging for shipment of a load from a shipper by a carrier, based on shipping data and carrier data supplied by the shipper and the carrier [[,]] [[or]] and for arranging for the buying or selling of a product, wherein the product comprises either a good or service, based on buyer data and seller data supplied by the buyer and the seller, the method comprising:

inputting into the central processing system a request for bids -from and- by the shipper for shipping the load [[or]] and -from and- by a buyer for purchasing a product;

transmitting an invitation electronically to bid for shipping the load [[or]] and for purchasing a product -from and- by the central processing system to a plurality of carriers and product sellers,

wherein carriers [[or]] and product sellers can review the individual invitations just on their individual bulletin boards or use all or part of the bulletin board, master bulletin board and grand master bulletin board included in the transportation and marketplace tool concept to address, compare individual and alternatives, coordinate, and analyze a myriad of critical interrelated aspects of the freight management [[,]] and product -and service- environments to determine the best business decisions prior to -responding- submitting a bid,

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wherein the individual bulletin boards being combined into master bulletin

boards and into the grand master bulletin board addresses all

transportation [[,]] and product -and service- subsets including -areas-

-like- individual and multiple loads, combined loads, multiple deliveries,

tours, interlining, warehousing [[,]] and products -and services-,

wherein these bulletin boards [[may]] can be public or private;

receiving bids electronically at the central processing system -from and- by

at least some of the carriers for shipping the load [[or]] and -from and- by

the sellers for selling a product;

transmitting to the shipper electronically a bid report with bids received from

at least some of the carriers [[or]] and some of the product sellers receiving

the invitation to bid -from and- generated by the central processing system;

without the shipper and product buyer initiating communication with the

computer system,

wherein shippers [[or]] and product buyers can review the individual bid

reports just on their individual bulletin boards or use all or part of the

bulletin board, master bulletin board and grand master bulletin board

included in the transportation and marketplace tool concept to address,

compare individual and alternatives, coordinate, and analyze a myriad

of critical interrelated aspects of the freight management [[,]] and

product -and service- environments to determine the best business

decisions prior to -responding- selecting a bid,

wherein the individual bulletin boards being combined into master bulletin

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boards and into the grand master bulletin board addresses all
transportation, product and service subsets including -areas like-
individual and multiple loads, combined loads, multiple deliveries, tours,
interlining, warehousing [[,]] and products -and services-,

wherein these bulletin boards [[may]] can be public or private;

receiving electronically at the central processing system -from and- by the
shipper [[or]] and -from and- by the product buyer a bid selection of at least
one of the bids; and

storing all entries both public and private to the grand master bulletin board,
along with [[to]] the appropriate master bulletin boards and [[to]] the
appropriate bulletin boards electronically by the computer system.

Claim 33 (currently amended): The method of claim 32, further comprising the
step of responding to the bid selection by the shipper [[or]] and product buyer by
the central_processing system electronically transmitting a name and a phone
number of the corresponding one of the carriers [[or]] and product sellers to the
shipper [[or]] and product buyer.

Claim 34 (currently amended): The method of claim 32, wherein the invitation
to bid is first transmitted from the central processing system to a third party, who
then communicates the invitation to bid to a plurality of carriers [[or]] and product
sellers in locations remote from the central processing system, and

wherein the bids for at least some of the carriers [[or]] and product sellers
are electronically received at the central processing system as inputted

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~~from and~~ by the third party.

Claim 35 (currently amended): The method of claim 32, wherein the step of transmitting an invitation to bid electronically further includes transmitting invitations for bids electronically for a plurality of loads ~~from and~~ by the central processing system to an individual carrier [[or]] <u>and product</u> seller.

Claim 36 (currently amended): The method of claim 32, wherein the step of transmitting to the shipper [[or]] <u>and product</u> buyer electronically a plurality of bids further includes transmitting to the shipper [[or]] <u>and product</u> buyer electronically bids for a plurality of loads from a plurality of carriers [[or]] <u>and product</u> sellers - ~~from and~~ by the central processing system.

Claim 37 (currently amended): A computerized method of buying or selling a product wherein the product comprises either a good or a service, the method comprising:

making a plurality of invitations to bid from a plurality of <u>product</u> buyers <u>and</u>
    <u>shippers</u> available to a plurality of <u>product</u> sellers <u>and carriers</u> on the
    computer system for electronic access by the <u>product</u> sellers <u>and carriers,</u>

    wherein carriers [[or]] <u>and product</u> sellers can review the individual
        invitations <u>just</u> on their individual bulletin boards or use <u>all or part of</u> the
        bulletin board, master bulletin board and grand master bulletin board
        <u>included in the</u> transportation <u>and marketplace</u> tool concept to address,
        compare individual and alternatives, coordinate, and analyze a
        myriad of critical interrelated aspects of the freight management [[,]]
        <u>and</u> product ~~and service~~ environments to determine the best business

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decisions prior to ~~responding~~ submitting a bid.

wherein the individual bulletin boards being combined into master bulletin boards and into the grand master bulletin board addresses all transportation [[,]] and product ~~and service~~ subsets including ~~areas like~~ individual and multiple loads, combined loads, multiple deliveries, tours, interlining, warehousing [[,]] and products ~~and services~~,

wherein these bulletin boards [[may]] can be public or private;

making a plurality of bids from a plurality of product sellers and carriers available to product buyers and shippers on said computer system for electronic access by the product buyers and shippers;

receiving in response electronically a plurality of bids from a plurality of product sellers and carriers for a product requested by a product buyer and shipper, making an analysis of the bids and generating a first report that ranks the bids according to at least one predetermined criterion stored in the computer system;

transmitting the first report to the product buyer and shipper electronically without the product buyer and shipper initiating communication with the computer system,

wherein shippers or product buyers can review the individual bid reports just on their individual bulletin boards or use all or part of the bulletin board, master bulletin board and grand master bulletin board included in the transportation and marketplace tool concept to address,

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compare individual and alternatives, coordinate, and analyze a myriad
of critical interrelated aspects of the freight management [[,]] and
product ~~and service~~ environments to determine the best business
decisions prior to ~~responding~~ selecting a bid,

wherein the individual bulletin boards being combined into master bulletin
boards and into the grand master bulletin board addresses all
transportation [[,]] and product ~~and service~~ subsets including ~~areas~~
~~like~~ individual and multiple loads, combined loads, multiple deliveries,
tours, interlining, warehousing [[,]] and products ~~and services~~,

wherein these bulletin boards [[may]] can be public or private;

wherein the product buyer and shipper can select one of the bids and
communicate an acceptance to the computer system, which will then
notify the other party of the communication to complete the sale; and

storing all entries both public and private to the grand master bulletin board,
along with [[to]] the appropriate master bulletin boards and [[to]] the
appropriate bulletin boards electronically by the computer system.

Claim 38 (currently amended): The method of claim 37, wherein in response
to receiving a plurality of invitations to bid from a plurality of buyers and shippers,
making an analysis of the offers to invitations to bid and distributing the
invitations to bid to product sellers and carriers according to at least one
predetermined criterion stored in the computer system; and

transmitting the second report electronically to the product seller and carrier

without the <u>product</u> seller <u>and carrier</u> initiating communication with the computer system.

Claim 39 (previously presented): The method of claim 37, wherein forms containing the invitations to bid can be stored in the computer system, and revised with indicators by adding a letter suffix to the system number to save re-inputting the forms into the computer system.

Claim 40 (previously presented): The method of claim 37, wherein invitations to bid can be imported in large numbers from existing computer databases through the use of electronic transfer programs.

Claim 41 (currently amended): The method of claim 37, wherein a duplicate of an invitation to bid on the computer system is transmitted from the computer system to a third party intermediary,

wherein the third party intermediary is unable to change any data or information of the original invitation to bid except for the list of potential <u>product</u> sellers <u>and carriers</u> for receiving the resulting request to buy from the third party intermediary, and

indicating on the computer system an original of the invitation to bid and on the duplicate that they are being communicated to potential <u>product</u> sellers [[or]] <u>and</u> carriers at the same time.

Claim 42 (currently amended): The method of claim 37, wherein the plurality of invitations to bid from a plurality of <u>product</u> buyers <u>and shippers</u> available to a plurality of <u>product</u> sellers <u>and carriers</u> on the computer system for electronic

access by the product buyers and shippers includes making products and loads available to product sellers and carriers on an electronic bulletin board accessed through the computer system,

> wherein making a plurality of bids by a plurality of product sellers and carriers available to product buyers and shippers on said computer system for electronic access by the ~~seller's~~ product buyers and shippers includes making prospective scheduled product sellers and carriers available to product buyers and shippers on an electronic bulletin board accessed through the computer system.

Claim 43 (currently amended): The method of claim 37, wherein the invitations to bid are provided by transportation shippers and product buyers, and

> wherein the bids are provided by transportation carriers and product sellers, and

> wherein the computer system electronically selects invitations to bid or bids in groups of seven and orders the bids or invitations to bid based on price and other factors.

Claim 44 (currently amended): The method of claim 37, wherein the reports to the product buyer and shipper are accessible on the computer system through a carrier bulletin board and product seller bulletin board and the reports to the carrier and product seller are accessible on the computer system through a shipper and product buyer bulletin board.

Claim 45 (currently amended): The method of claim 37, further comprising maintaining a grand master bulletin board of all data on the computer system which further comprises publicly accessible shipper [[or]] and product buyer master bulletin_boards and bulletin boards and publicly accessible carrier [[or]] and product seller master_bulletin boards and bulletin boards and private access networks that have limited access.

Claim 46 (currently amended): The method of claim 37, further comprising a grand ~~mast3r~~ master bulletin board, master bulletin boards and bulletin boards with line items including items for sale and line item link buttons on said grand master bulletin board, master bulletin boards and bulletin boards for directly accessing other data provided by the product buyers and shippers and product sellers and carriers.

Claim 47 (currently amended): The method of claim 37, wherein available transportation equipment and planned trips, as well as loads, warehousing [[,]] and products ~~and services~~ can be entered into the system all similar to a load with qualifications and descriptions as line items in lists of items and/or with descriptive prefixes.

Claim 48 (currently amended): The method of claim 37, wherein invitations to bid and bids transmitted to the product buyers [[or]] and shippers and product sellers [[or]] and carriers do not indicate the identity of the product buyers and shippers and the product sellers and carriers, wherein the anonymity of each and requiring selections can be based on individual qualifications and price.

Claim 49 (currently amended): The method of claim 37, further characterized in invitations to bid and bids transmitted to the product buyers [[or]] and shippers

and product sellers [[or]] and carriers do not indicate the identity of the product buyers [[or]] shippers ; and the product sellers [[or]] and carriers do indicate the identity of the product buyers and shippers and the product sellers and carriers, [[as]] when the participants are already associated with or contracted to each other, thereby eliminating the need for anonymity.

Claim 50 (currently amended): The method of claim 37, wherein a third party can initially submit a bid to a product buyer [[or]] and shipper of $0.00 or use a decline button indicating that for whatever reason the request to buy has been reviewed but has been declined, or the third party can initially bid $1.00 or use an accept button to indicate that the reviewed request to buy will be handled and that the final bid and/or rate will be forthcoming, so that the product buyer [[or]] and shipper will not have to submit the request to buy to another carrier [[or]] and product seller.

Claim 51 (currently amended): The method of claim 37, wherein bids by product sellers [[or]] and carriers for re-locating empty containers can be positive dollar amounts, zero or negative dollar amounts which would indicate that the product seller [[or]] and carrier would pay the product buyer [[or]] and shipper to move the empty container.

Claim 52 (previously presented): The method of claim 37, wherein the invitations to bid, bids and reports are transmitted by facsimile as facsimile data files and are converted on a receiving end using an optical character recognition program.

Claim 53 (previously presented): The method of claim 37, wherein invitations to bid, bids and reports are transmitted over the Internet.

Claim 54 (previously presented): The method of claim 37, wherein invitations to bid, bids and reports are transmitted in a data file via e-mail.

Claim 55 (previously presented): The method of claim 37, wherein the invitations to bid, bids and reports are created through interactive voice response.

Claim 56 (currently amended): The method of claim 37, further comprising the step of inputting carrier <u>and product seller</u> profile data into computer system, wherein the carrier <u>and product seller</u> data includes carrier <u>and product seller</u> identification data, carrier <u>and product seller</u> contact data, carrier service area data, carrier intermodal capabilities data, carrier load type services data, carrier type data, carrier <u>and product seller</u> annual revenue data, carrier <u>and product seller</u> employee size data, carrier on-time and damage-free delivery ratings data, carrier equipment data, carrier special services data, carrier commodities hauled data, carrier <u>and product seller</u> financial condition data, carrier hazardous license data, carrier driver data, carrier <u>and product seller</u> insurance data, and carrier rules and charges data.

Claim 57 (currently amended): The method of claim 37, wherein the invitation to bid can be compared with <u>product</u> seller [[or]] <u>and</u> carrier profile data previously input to the computer system to select a group of qualified <u>product</u> sellers [[or]] <u>and</u> carriers to receive the invitation to bid.

Claim 58 (currently amended): The method of claim 37, further comprising inputting <u>product</u> buyer [[or]] <u>and</u> shipper profile data into the computer system, wherein the <u>product</u> buyer [[or]] <u>and</u> shipper data includes <u>product</u> buyer [[or]] <u>and</u> shipper identification data, <u>product</u> buyer [[or]] <u>and</u> shipper contact data,

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product buyer [[or]] and shipper annual revenue data, product buyer [[or]] and
shipper number of employees, and product buyer [[or]] and shipper financial
data.

Claim 59 (currently amended): The method of claim 37, wherein the invitation
to bid includes product buyer [[or]] and shipper qualifications to make a bid.

Claim 60 (currently amended): The method of claim 37, further comprising
individual product buyer [[or]] and shipper and product seller [[or]] and carrier
bulletin boards which can be customized by the product buyers [[or]] and
shippers and product sellers [[or]] and carriers to the requirements of the product
buyers and shippers and product sellers and carriers.

Claim 61 (previously presented): The method of claim 37, further comprising
displaying multiple windows providing the display of a plurality of bulletin boards
including at least two of the following: a bulletin board for transportation loads, a
bulletin board for available transportation equipment, a bulletin board for trips, a
bulletin board for products, and a bulletin board for warehousing services.

Claim 62 (previously presented): The method of claim 37, further comprising
private access networks with access to the computer system, each private
access network requiring input of individual member numbers and authorization
codes for access to the computer system.

Claim 63 (Currently amended): A computerized freight management system
for arranging for shipment of a load from a shipper by a carrier, based on
shipping data and carrier data supplied by the shipper and the carrier [[or]] and

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for arranging for the buying or selling of a product, wherein the product comprises either a good or service, based on <u>product</u> buyer data and <u>product</u> seller data supplied by the <u>product</u> buyer and the <u>product</u> seller the system comprising:

a central processing system;

means for making a plurality of invitations to bid from a plurality of shippers available to a plurality of carriers as a ~~carriers~~ <u>carrier's master bulletin board and/or</u> bulletin board on the computer system for electronic access from the central processing_system by the carriers [[or]] <u>and</u> from a plurality or <u>product</u> buyers available to a plurality of <u>product</u> sellers as a <u>product</u> seller's master bulletin board and/or bulletin board on the computer system for electronic access from the central processing system by the <u>product</u> sellers;

means for making a plurality of bids from a plurality of carriers available to shippers on said computer system as a shipper's <u>master bulletin board and/or</u> bulletin board for electronic access from the central processing system by the shippers or from a plurality of <u>product</u> sellers available to <u>product</u> buyers on said computer system as a <u>product</u> buyer's master bulletin board and/or bulletin board for electronic access from the central processing system by the <u>product</u> buyers;

said shipper's master bulletin board and/or_bulletin board and said carrier's master bulletin board and/or_bulletin board are integrated together into a grand_master bulletin board on the central processing system or said <u>product</u> buyer's master bulletin board and/or bulletin board and said

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product seller's master bulletin board and/or bulletin board are integrated together into a grand master bulletin board on the central processing system that is publicly accessible of which can be viewed by a member of the public, and

wherein said grand master bulletin board also includes private master bulletin boards and bulletin boards that are only accessible by a limited number of parties having proper identification and passwords for access.

Claim 64 (previously presented): The freight management system of claim 63, wherein the central processing system includes at least one central processing unit and a communication interface to the Internet.

Claim 65 (currently amended): The freight management system of claim 63, wherein the central processing system includes at least one central processing unit, a memory for storing a database of shipper and product buyer profile data and carrier and product seller profile data, and a communication interface to the Internet.

Claim 66 (currently amended): The freight management system of claim 63, wherein the central processing system includes at least one central processing unit, a memory for storing a database of shipper and product buyer profile data and carrier and product seller profile data along with all of the individual load, equipment, product [[,]] -services- and the resulting transactional process and system, network, site integration data, and a communication interface to the Internet.

Claim 67 (currently amended): The method of claim 37, wherein the central processing system includes at least one central processing unit, a memory for storing a database of shipper <u>and product buyer</u> profile data and carrier <u>and product seller</u> profile data along with all of the individual load, equipment, product [[,]] ~~services~~ and the resulting transactional process and system, network, site integration data, and a communication interface to the Internet.

Claim 68 (previously presented): The method of claim 37, wherein the central processing system and/or database is located on and/or remote from the Internet.